4 WEEKS ENDING 3/18/95	
Eq Share of Total Industry	DAVES
S00026375 DEN NIELSEN AUDIT CONV	2.57
S00024368 DEN NIELSEN AUDIT CONV	2.31
S00034219 DEN MKT DECISION AUDIT CONV	2.05
S00026371 DEN NIELSEN AUDIT CONV	1.77
S00034223 DEN MKT DECISION AUDIT CONV	1.72
S00034231 DEN MKT DECISION AUDIT CONV	1.50
S00034228 DEN MKT DECISION AUDIT CONV	1.25
S00034222 DEN MKT DECISION AUDIT CONV	1.18
S00024373 DEN NIELSEN AUDIT CONV	1.03
S00026968 DEN NIELSEN AUDIT CONV	0.98
S00034218 DEN MKT DECISION AUDIT CONV	0.98
S00034233 DEN MKT DECISION AUDIT CONV	0.94
S00026372 DEN NIELSEN AUDIT CONV	0.86
S00034221 DEN MKT DECISION AUDIT CONV	0.79
S00034230 DEN MKT DECISION AUDIT CONV	0.70
S00034217 DEN MKT DECISION AUDIT CONV	0.66
S00034235 DEN MKT DECISION AUDIT CONV	0.57
S00034229 DEN MKT DECISION AUDIT CONV	0.53
S00024623 DEN NIELSEN AUDIT CONV	0.44
S00026376 DEN NIELSEN AUDIT CONV	0.37
S00012452 DEN MKT DECISION AUDIT CONV	0.36
S00026374 DEN NIELSEN AUDIT CONV	0.23
S00034220 DEN MKT DECISION AUDIT CONV	0.15
S00034232 DEN MKT DECISION AUDIT CONV	0.13
S00024367 DEN NIELSEN AUDIT CONV	0.08
S00024376 DEN NIELSEN AUDIT CONV	0.00
S00034234 DEN MKT DECISION AUDIT CONV	0.00
AGGREGATE NIELSEN	1.00

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Source: https://www.industrydocuments.ucsf.edu/docs/ppcy0004

4 WEEKS ENDING 3/18/95	
Eq Share of Total Industry	DAVES
S00011582 SEA MKT DECISION AUDIT CONV	5.81
S00034890 SEA MKT DECISION AUDIT CONV	4.31
S00024578 SEA NIELSEN AUDIT CONV	3.85
S00015631 SEA MKT DECISION AUDIT CONV	3.73
S00024397 SEA NIELSEN AUDIT CONV	2.85
S00034886 SEA MKT DECISION AUDIT CONV	2.69
S00024568 SEA NIELSEN AUDIT CONV	2.57
S00034026 SEA MKT DECISION AUDIT CONV	2.17
S00026620 SEA NIELSEN AUDIT CONV	1.97
S00034876 SEA MKT DECISION AUDIT CONV	1.67
S00034025 SEA MKT DECISION AUDIT CONV	1.67
S00024583 SEA NIELSEN AUDIT CONV	1.51
S00024513 SEA NIELSEN AUDIT CONV	1.41
S00018627 SEA MKT DECISION AUDIT CONV	1.37
S00034269 SEA MKT DECISION AUDIT CONV	1.33
S00034027 SEA MKT DECISION AUDIT CONV	1.25
S00034018 SEA MKT DECISION AUDIT CONV	1.04
S00034059 SEA MKT DECISION AUDIT CONV	0.97
S00034893 SEA MKT DECISION AUDIT CONV	0.97
S00024584 SEA NIELSEN AUDIT CONV	0.92
S00034078 SEA MKT DECISION AUDIT CONV	0.54
S00034880 SEA MKT DECISION AUDIT CONV	0.23
S00034881 SEA MKT DECISION AUDIT CONV	0.13
S00026387 SEA NIELSEN AUDIT CONV	0.00
S00026388 SEA NIELSEN AUDIT CONV	0.00
S00034017 SEA MKT DECISION AUDIT CONV	0.00
S00034019 SEA MKT DECISION AUDIT CONV	0.00
S00034899 SEA MKT DECISION AUDIT CONV	0.00
AGGREGATE NIELSEN	1.7

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